

7 ways AI can boost marketing productivity and drive ROI



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7 ways AI can boost marketing productivity and drive ROI

Growing a multi-location business comes with unique challenges for marketers. You must navigate scaling with limited resources, address the unique dynamics of different local markets, and maintain brand consistency across dozens of channels.

On top of that, customers today have higher expectations than ever before. They expect personalized interactions and swift responses. They want a seamless experience no matter which location they visit.

87%

of people are loyal to brands focused on customer experience.

85%

of people agree that positive customer experience is more important than convenience.

61%

of consumers won't select a local business that doesn't respond to a message within a day.

Checking off everything on your never-ending to-do list with limited staff and resources is nearly impossible if you don't have the right tools in your tool kit. This is where artificial intelligence (AI) comes in.

AI enables you to provide consistent, high-quality customer experiences across all locations and customer touchpoints. It enhances efficiency so you can get more done in less time and give customers a 5-star experience that keeps them coming back for more. This guide explores actionable strategies to implement AI across the customer journey and make the most out of your marketing efforts.

Chapter 1

Why AI



Multi-location businesses are turning to AI-powered solutions for several reasons:

Manage information overload

Sorting through customer feedback at scale is extremely time-consuming. AI summarizes insights from customer data in seconds.

Manage high customer expectations

Customers expect businesses to be available 24/7 and interact conversationally across channels like webchat, text, and social media, to name a few. AI helps manage repetitive tasks like responding to frequently asked questions.

Grow with limited resources

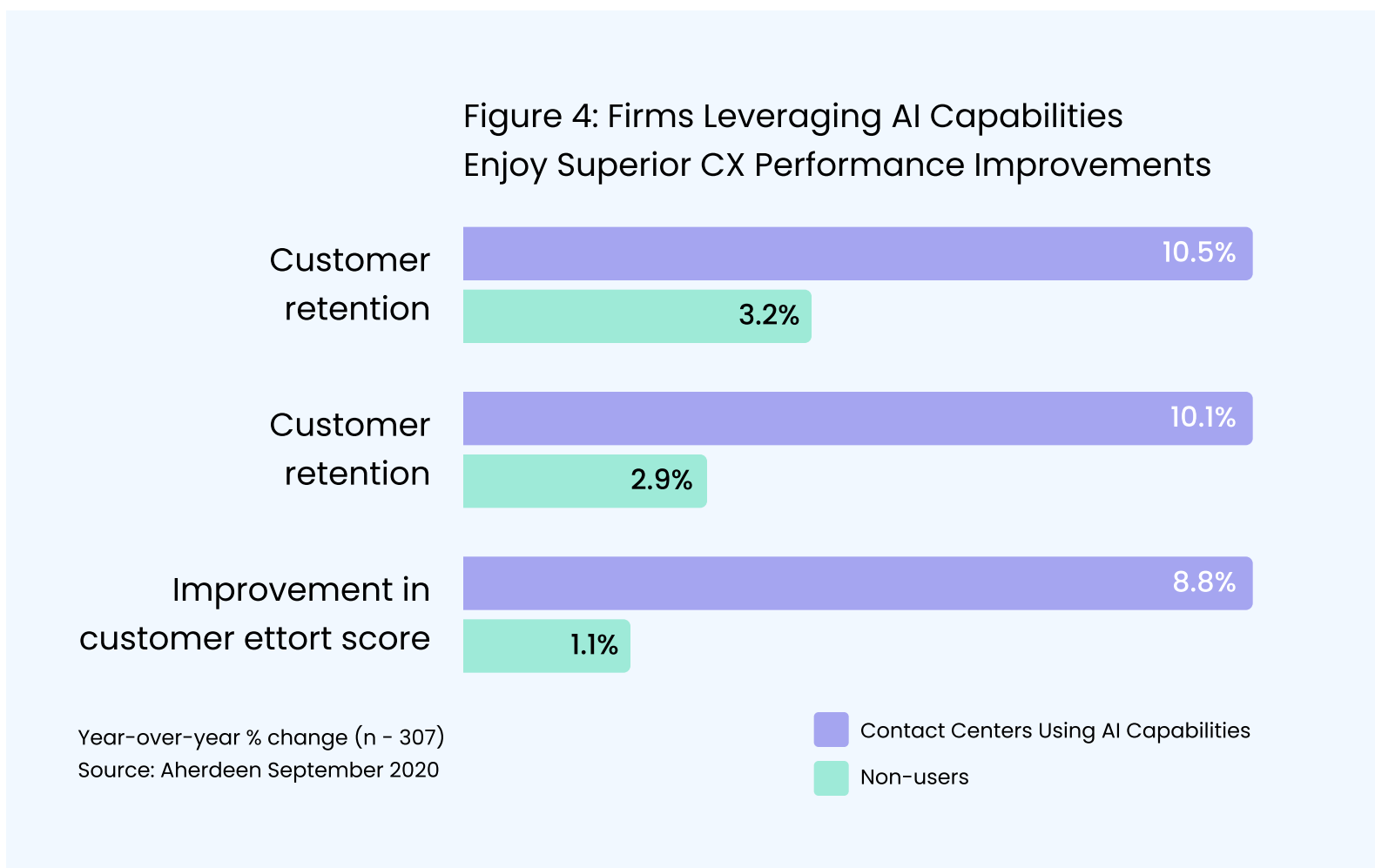
As businesses expand, hiring additional staff to manage reputation, marketing, reporting, and customer service becomes costly. AI allows stretched teams to do more with less.

Create personalized customer experiences

Customers want interactions tailored to their needs and preferences. AI helps you understand customers and engage with them in their preferred language.

Key ways AI helps you market more efficiently

- Generate engaging marketing content based on given prompts.
- Analyze consumer and behavior preferences to help you make better marketing decisions.
- Provide proactive suggestions based on past campaigns performance and market trends.
- Automate your SEO efforts and boost your online reputation.
- Generate personalized experiences that boost customer satisfaction and retention.



NEXT

Chapter 2

4 Ways AI helps marketers grow their businesses →

Chapter 2

4 Ways AI helps marketers grow their businesses



AI is so much more than a customer service enhancer. For marketers, it's a game changer that helps boost brand awareness, generate leads, and increase revenue. Here's how.

1. Generate

AI creates fresh and engaging content from scratch — all it needs is a prompt. This allows marketers to produce more content in less time without sacrificing brand voice or content quality.

2. Enhance

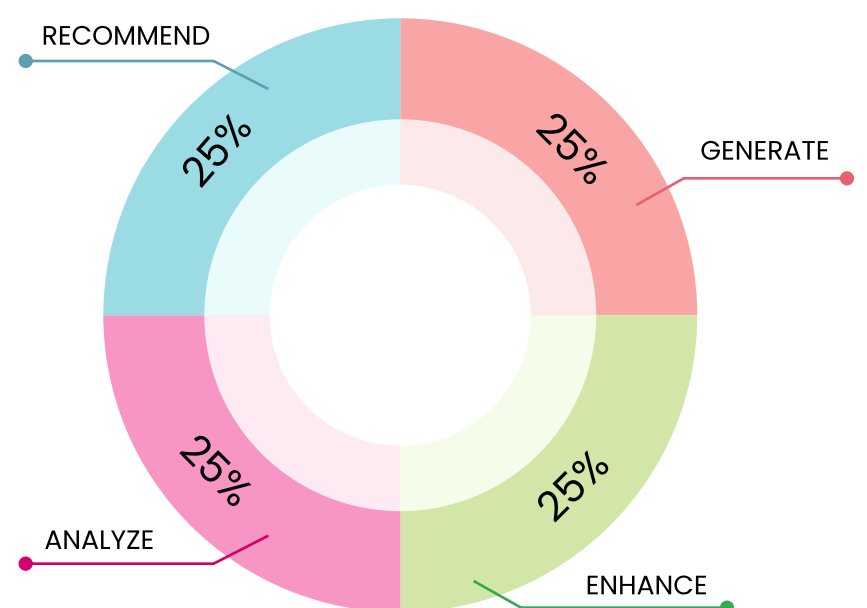
AI refines marketing copy and visuals to grab attention more effectively. It can even translate your content into multiple languages — one post instantly becomes an asset that can connect with customers anywhere.

3. Analyze

AI derives actionable insights faster than any human is capable of doing. It can quickly process customer data from surveys, reviews, social media, and other sources, which marketers can use to optimize campaigns.

4. Recommend

AI analyzes customer data, past campaigns, and current goals, then recommends the next best actions you can take to boost your marketing efforts. Basically, it takes the guesswork out of decision-making.



Chapter 3

Use AI to boost productivity: 7 Tips and strategies



Now, let's get into some tips and strategies. Here are seven ways you can use AI to get more done in less time, grow more efficiently, and boost customer loyalty.

TIP: 1

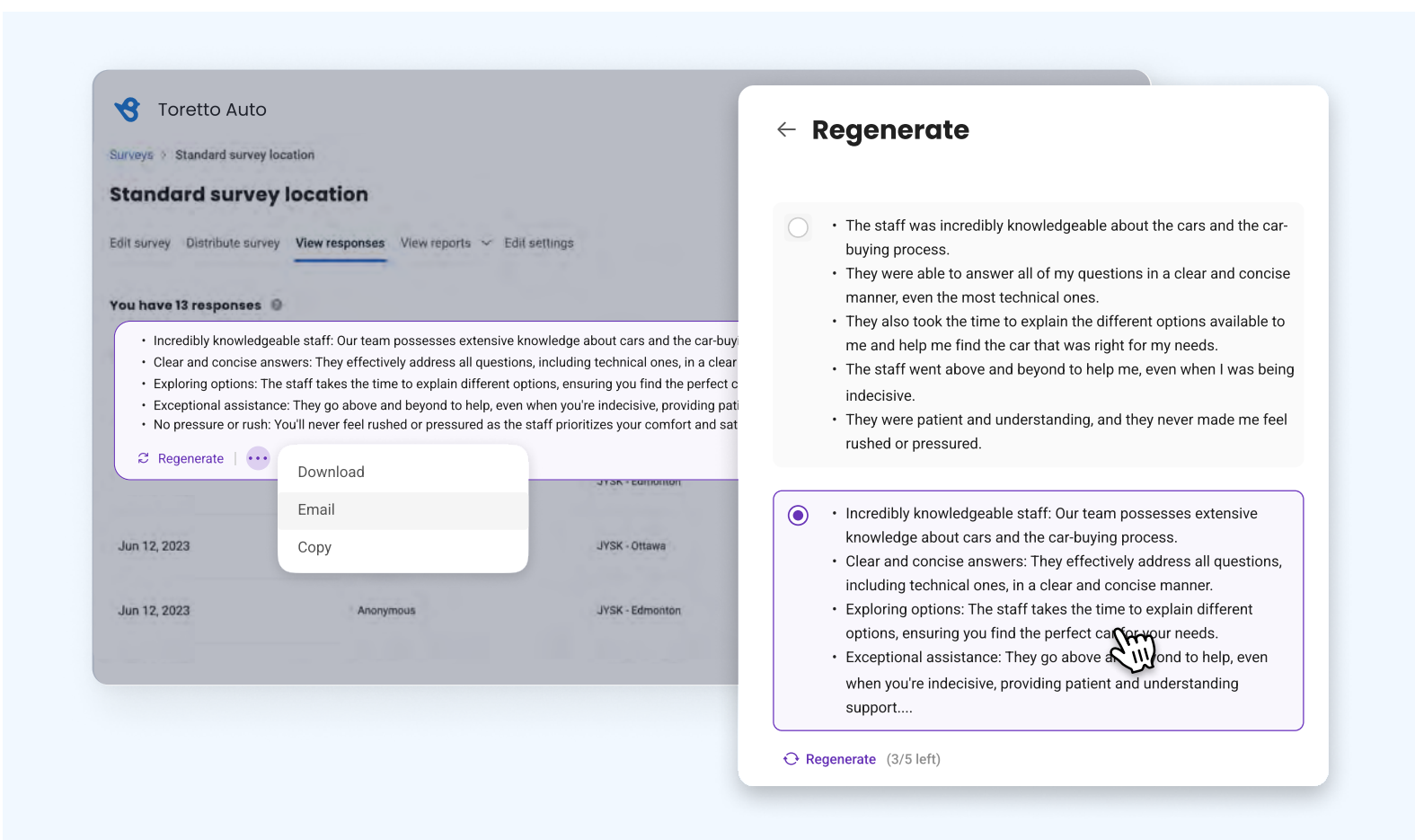
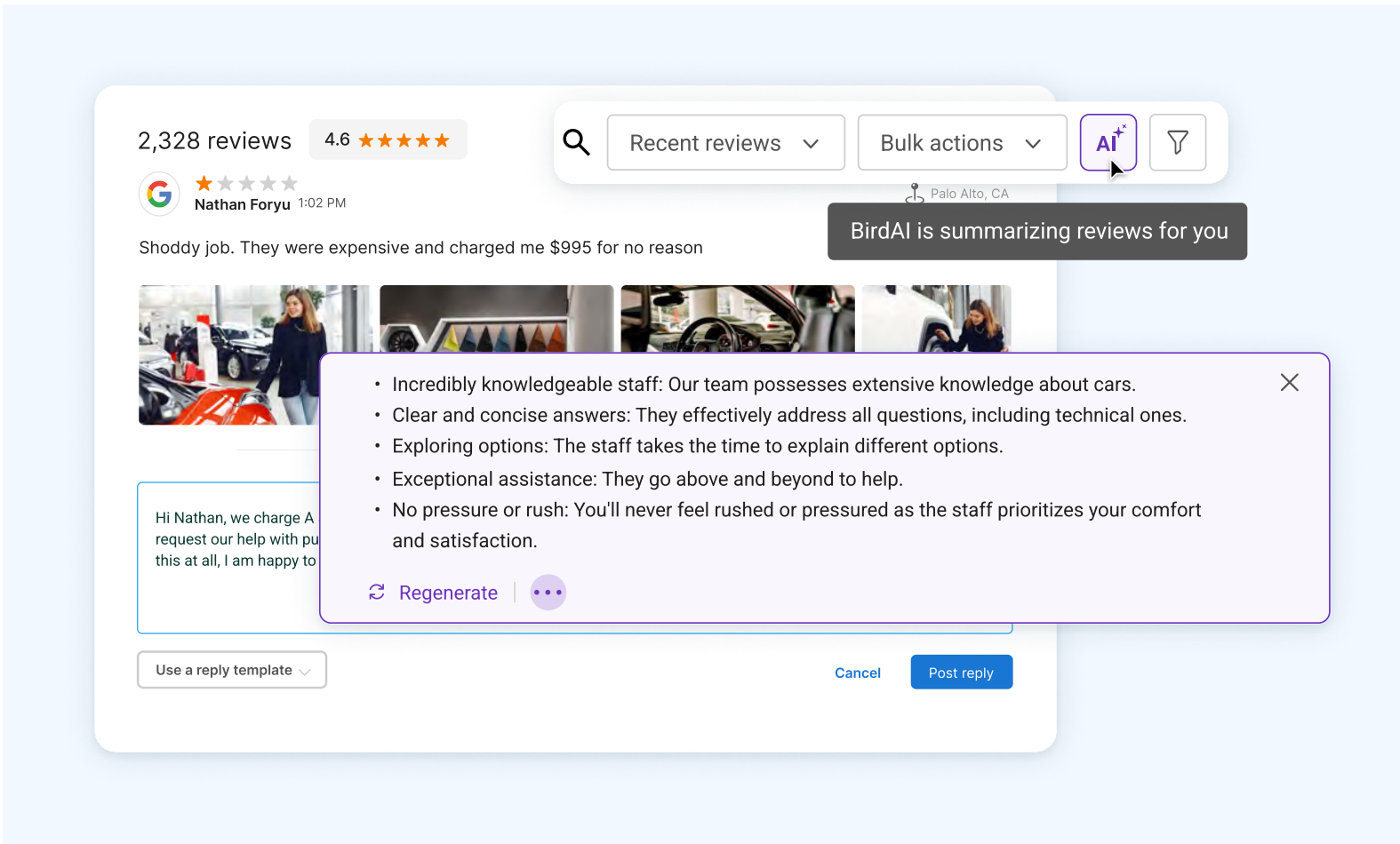
Analyze real-time customer feedback for actionable insights

Manually sorting through hundreds or thousands of customer survey responses, reviews, social media messages, and conversations drains valuable time. With AI, what might have taken hours or days takes mere seconds. AI can [analyze insights](#) and help you make data-driven decisions by:

- Analyzing customer sentiment and classifying feedback as positive, negative, or neutral.
- Creating convenient, quickly readable summaries of feedback as it comes in.
- Identifying chain-wide and location-specific issues.

Additionally, by using AI to filter review summaries based on specific locations or groups, you can obtain targeted reports and better understand localized issues or preferences. Armed with an analysis of pain points, preferences, and opportunities, you can devise a game plan and prioritize the actions that will have the greatest business impact.

Chapter 3 : Use AI to boost productivity: 7 Tips and strategies



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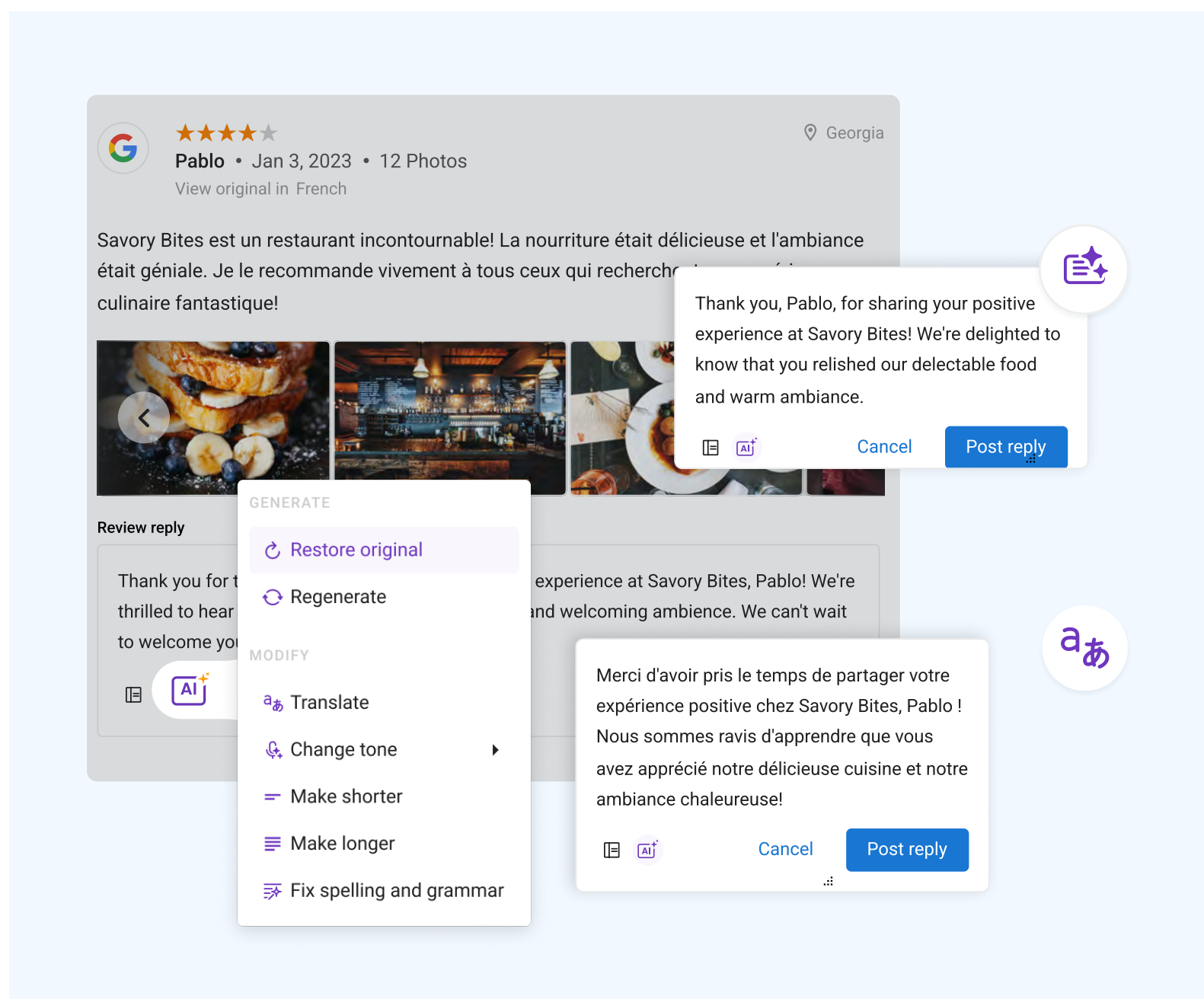


TIP: 2

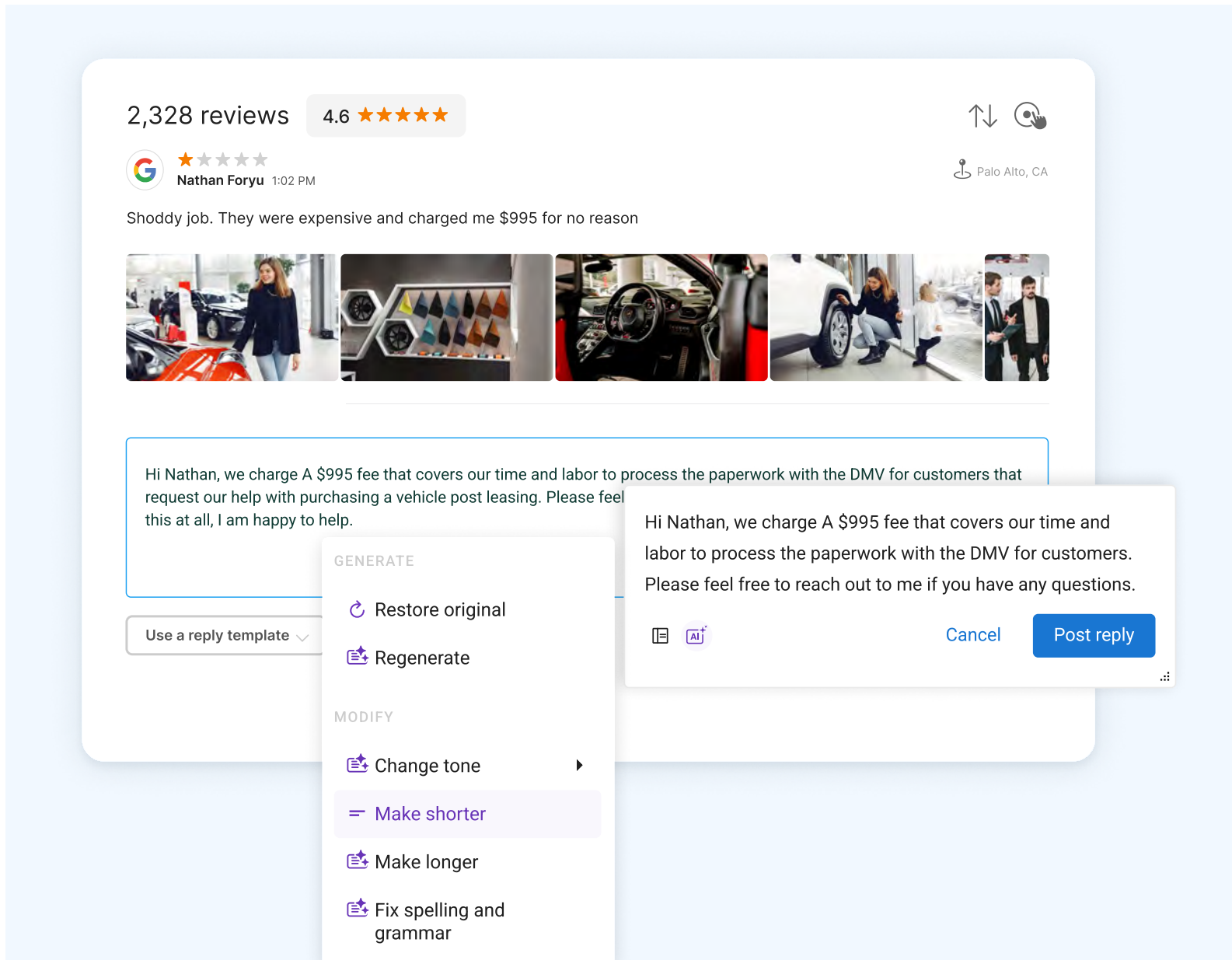
Take immediate action on customer feedback

Quick responses and swift resolutions are the keys to winning customers and keeping a positive reputation. But responding to negative reviews can be a serious challenge – it's emotionally draining and it can be hard to get the tone right. Rather than letting feedback sit unaddressed, AI tools get to work immediately analyzing customer messages, reviews, and comments. They generate relevant, tailored responses or action plans customized per situation.

For example, if a customer leaves a negative review about a bad product experience, AI could instantly recommend a reply apologizing and offering a refund or replacement.



Chapter 3 : Use AI to boost productivity: 7 Tips and strategies



With just a few clicks, you can review, personalize if desired, and send the optimal response or plan of action for each interaction.

By enabling instantaneous, tailored responses at scale, you can turn negative experiences into positive ones before issues escalate. You can even use AI to translate incoming customer communications and respond in the right language. Goodbye language barriers, hello happy customers.

"We've started using Birdeye's AI-powered response tools. Sometimes it is difficult to phrase things in a way that speaks to a client. BirdAI gives us great ideas and insights that we hadn't thought about, which reduces the amount of time and effort that we spend trying to craft a good response."

Steven Greer
COO, GENESIS COUNSELING

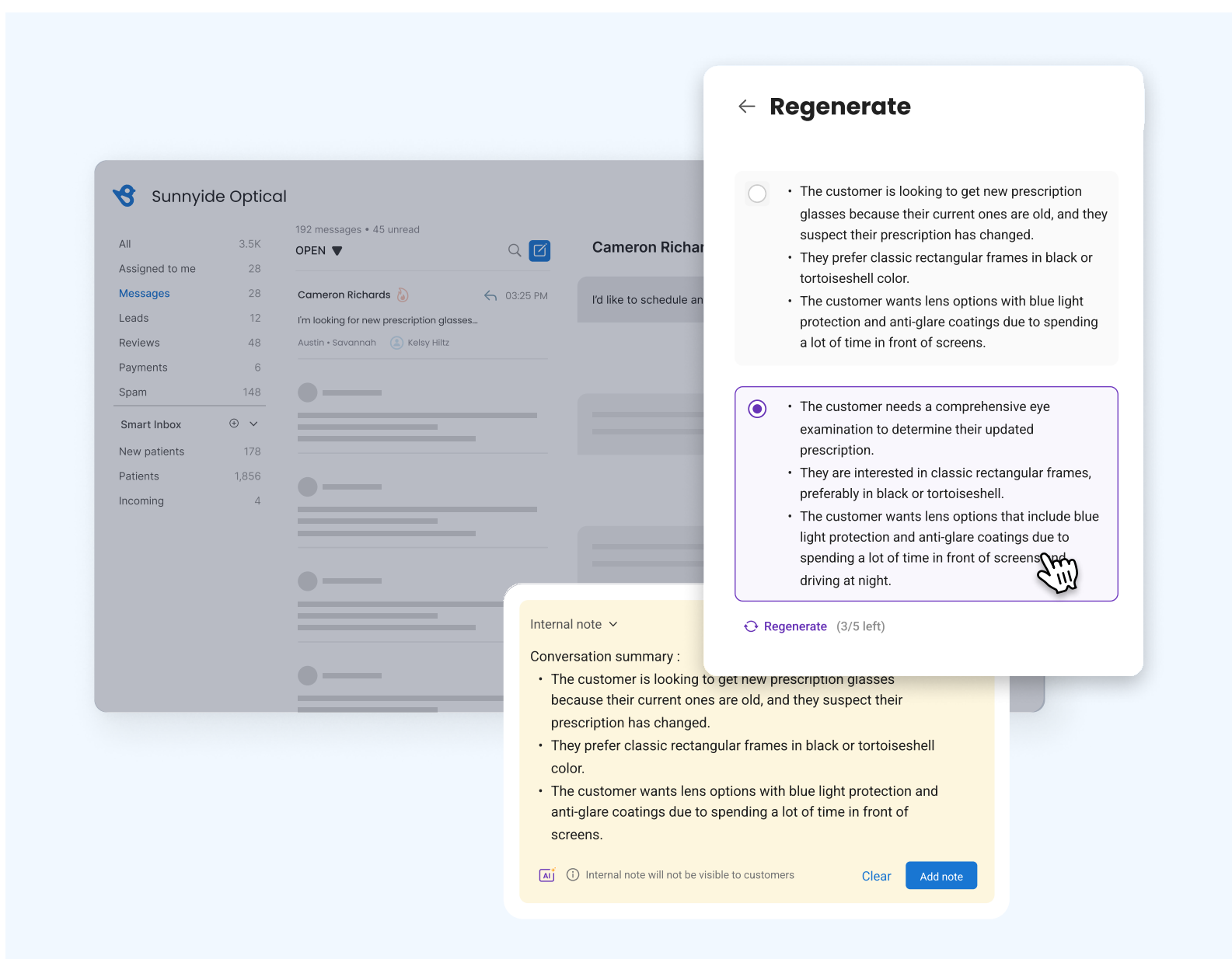
TIP: 3

Implement omnichannel tracking of conversations for seamless interactions

In an age where customers interact with brands across multiple platforms – from social media and email to text messages and review sites – an omnichannel approach to customer service is crucial. But it's not easy to keep track of interactions in so many different places.

Imagine a customer voices a concern on Instagram, then reaches out to you again via email. The customer may not think to give you all the context in their email since they already voiced their concerns on another platform. Without an integrated system, you risk losing context or being redundant in your responses and resolutions. This leads to frustrated and confused customers.

Tools like Birdeye pull interactions and feedback from review sites, text messages, social media, and more and [house them in one inbox](#). This gives you a unified view of each customer's conversation history with your brand. Then, AI can analyze all of those interactions and summarize customer sentiment. With all this information at your fingertips, you can deliver the best possible customer service.



Consolidating customer conversations across channels into a unified inbox makes communication easier and better for your customers. Your team can provide the most efficient service possible while ensuring that customers feel heard and valued no matter where or how they decide to contact you.

The bottom line is that great communication helps you win customer loyalty, and leveraging AI helps you gain a significant advantage in this area.

TIP: 4

Personalize customer interactions at scale

Customers want interactions tailored to their specific needs and preferences. AI can help you deliver these kinds of experiences at scale.

Key advantages of AI-powered personalization:

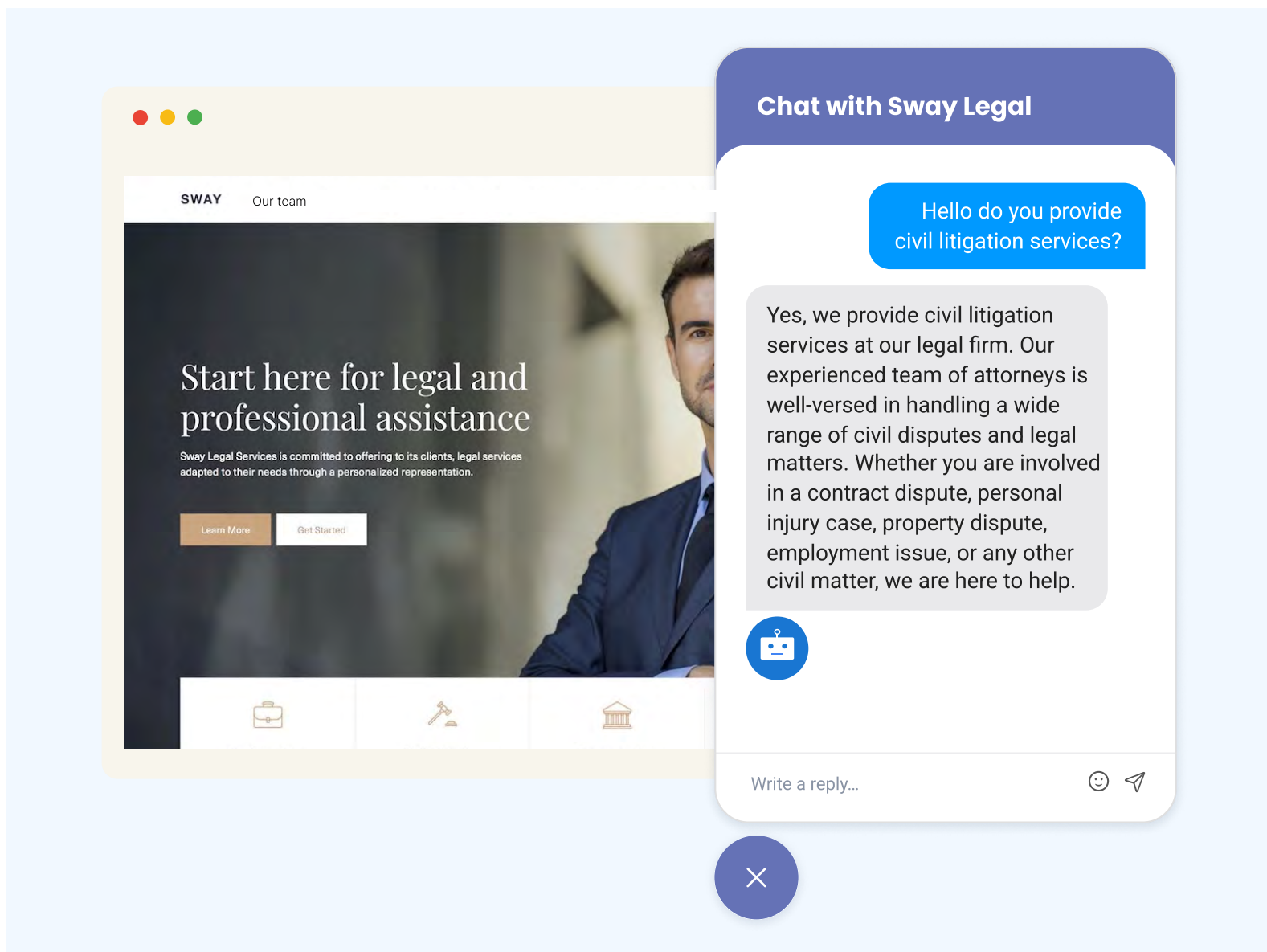
- AI algorithms can sift through massive customer data to extract actionable insights. These insights help in understanding customer behavior, preferences, and past interactions.
- AI can determine the most effective tone and language for each individual customer interaction.
- The right AI tools leave you in control. AI can handle routine interactions while your staff can spend a little extra time focusing on complex issues that require human nuance.

By integrating AI into your customer interaction strategy, you can provide hyper-personalized experiences that not only meet but exceed customer expectations. This is invaluable in an era where customers are more likely to switch brands due to poor experience.

TIP: 5

Implement chatbots for 24/7 customer support

Chatbots are the ultimate tool for decreasing response time, decreasing the workload for your team, and increasing customer satisfaction. Plus, 71% of people say they would be happy to use a chatbot if it meant an improved customer experience.



Chatbots can have a huge impact on the way you do business. Here's why:

Immediate 24/7 response

Chatbots are available day and night – even when your team is off the clock. Using a chatbot ensures that customer concerns are addressed quickly regardless of time zones or holidays.

Reduced call volume

Chatbots can handle routine inquiries – think FAQs about location, hours of operation, return policies, etc. This makes your support process more efficient and reduces your overall call volume.

Regional customization

Chatbots can be programmed to understand regional specifics, such as local languages and store-specific offerings and hours.

Consistency across channels

The same chatbot can be used across various customer touchpoints – be it your website, social media platforms, or elsewhere. This consistency is key to delivering a uniform brand experience, which is critical for building customer trust.

Natural language processing

If you're worried that your customers will feel like they are talking to an unhelpful robot, don't be. Modern chatbots use NLP to comprehend and respond to customers in a conversational manner.

“Birdeye allows Smile Workshop to meet our patients where they're at within their preferred channel of communication using one central inbox. It is a game-changer for the patient experience!”

Brandon Dowdy-Ernst
CXO, SMILE WORKSHOP

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Tip 6

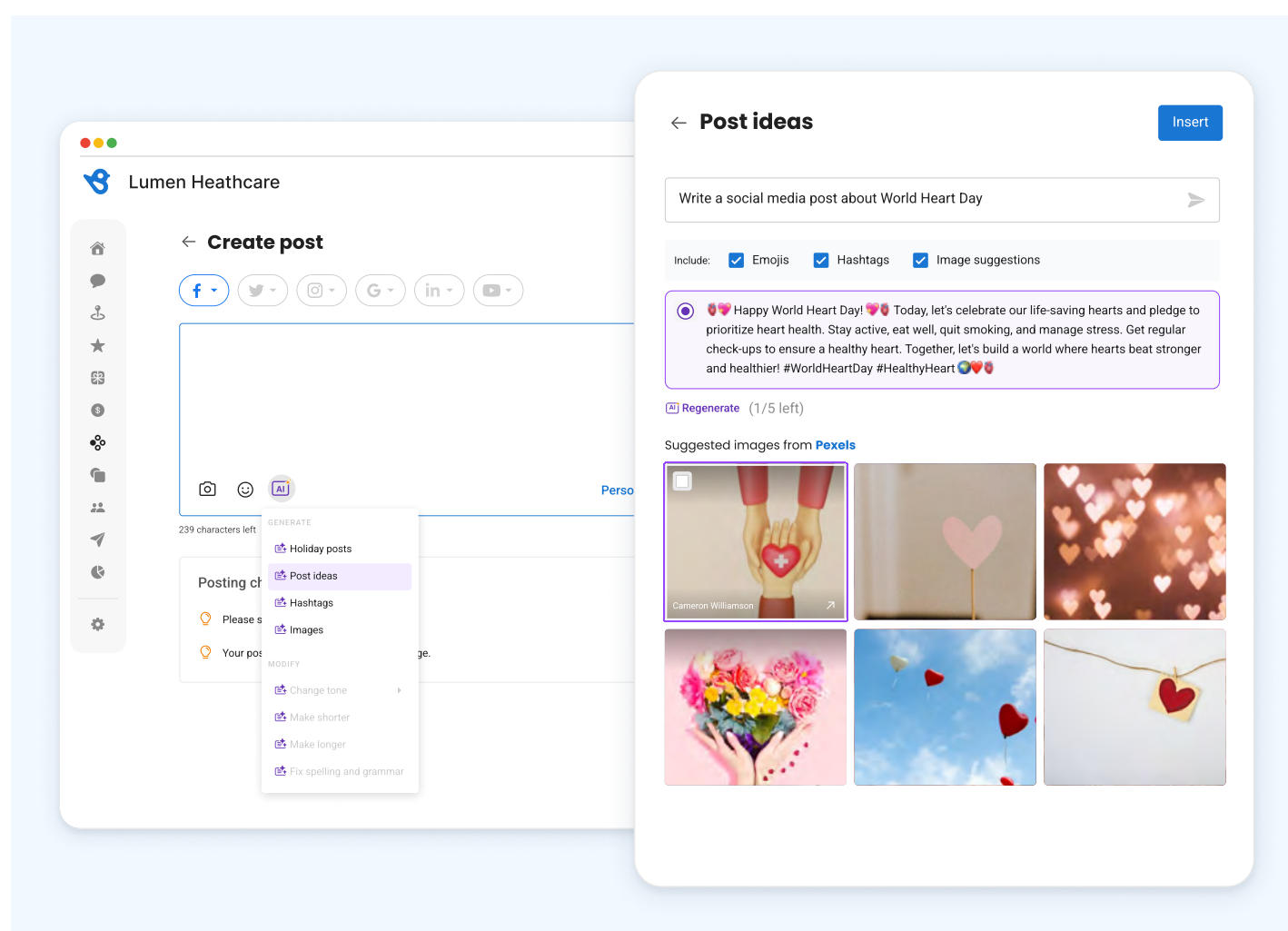
Stay consistent and relevant on social media



TIP: 6

Stay consistent and relevant on social media

Juggling multiple social media channels for one location is a big job. Managing multiple social media channels for multiple locations is an even bigger one. Trying to keep a consistent tone while also tweaking posts with regional nuances and specific audiences in mind can be incredibly challenging.



Luckily, AI can eliminate the following social media headaches:

Generating images

Creating high-quality, visually appealing images is essential for capturing audience attention. AI can do this instantly – all it needs is a prompt from you explaining what kind of imagery you need.

Generating social posts

Turning good ideas into great social posts can be a serious challenge. AI can use a simple prompt to write social posts and suggest appropriate images and hashtags. This makes your social media posts more effective, improving both engagement and customer experience.

Making error-free content

NLP algorithms can scan your content for grammatical errors, fact-checking, and even tone, allowing for perfect, error-free posts every time. This not only saves time but also boosts the credibility of your brand.

Optimizing post scheduling

AI tools can recommend the best times for posting and even automate the posting process. This enables you to maintain a consistent daily posting schedule without all the manual effort.

Finding highly relevant hashtags

AI algorithms can scan trending topics and suggest hashtags that are not only relevant but also less saturated. This makes your posts more likely to be seen by your target audience.

By using AI to overcome common social media obstacles, you free up time so your social media team can focus on high-impact, strategic initiatives like influencer collaborations, live events, and collecting user-generated content.

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Tip 7

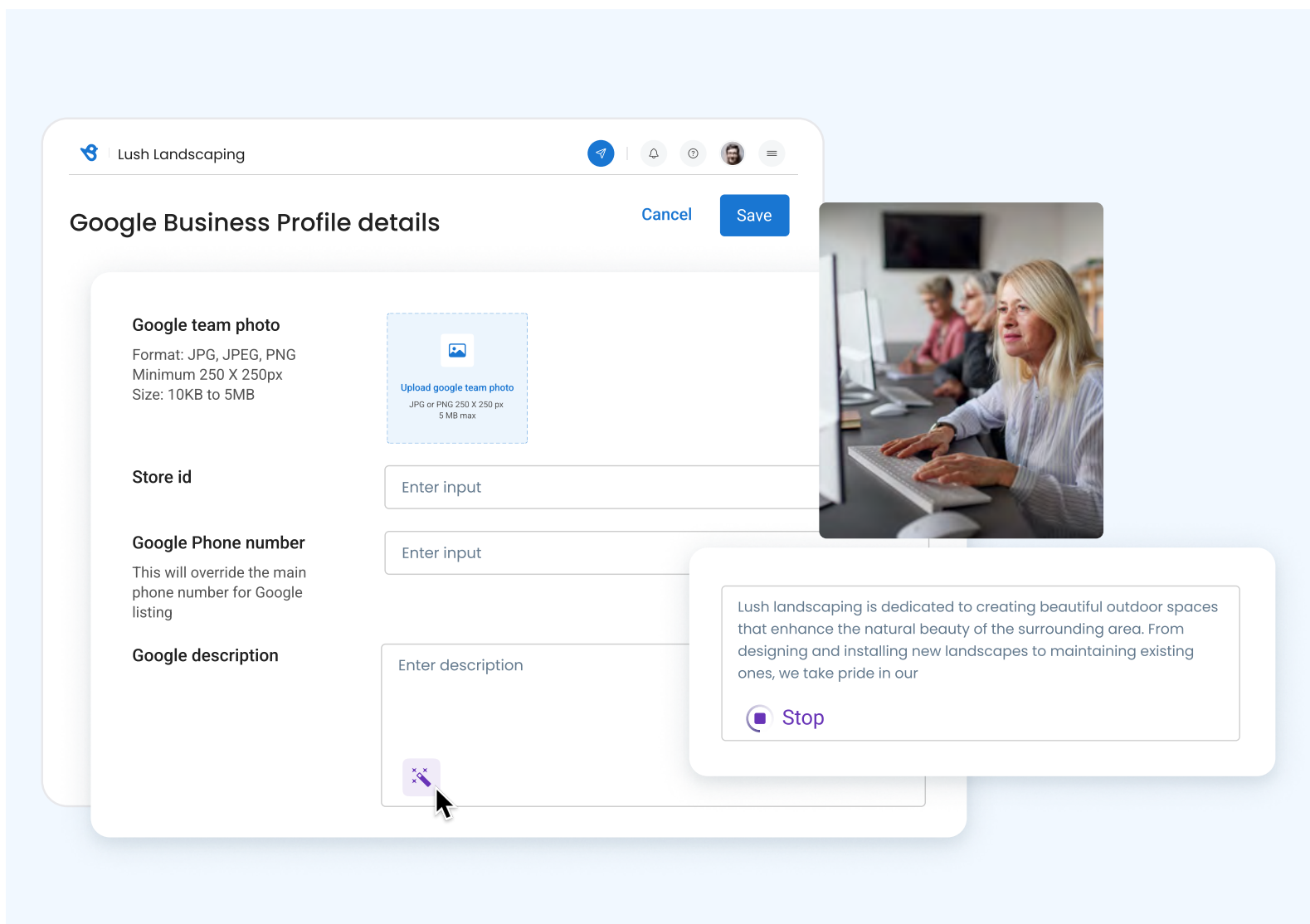
Keep your business listings updated and optimized for SEO



TIP: 7

Keep your business listings updated and optimized for SEO

Customers increasingly use Google, Facebook, and other directory listings to find locations. Outdated listings means poor SEO rankings and lost trust and opportunities. AI-powered platforms can help you manage and optimize these listings with ease.



Benefits of using AI for listing management

SEO optimization

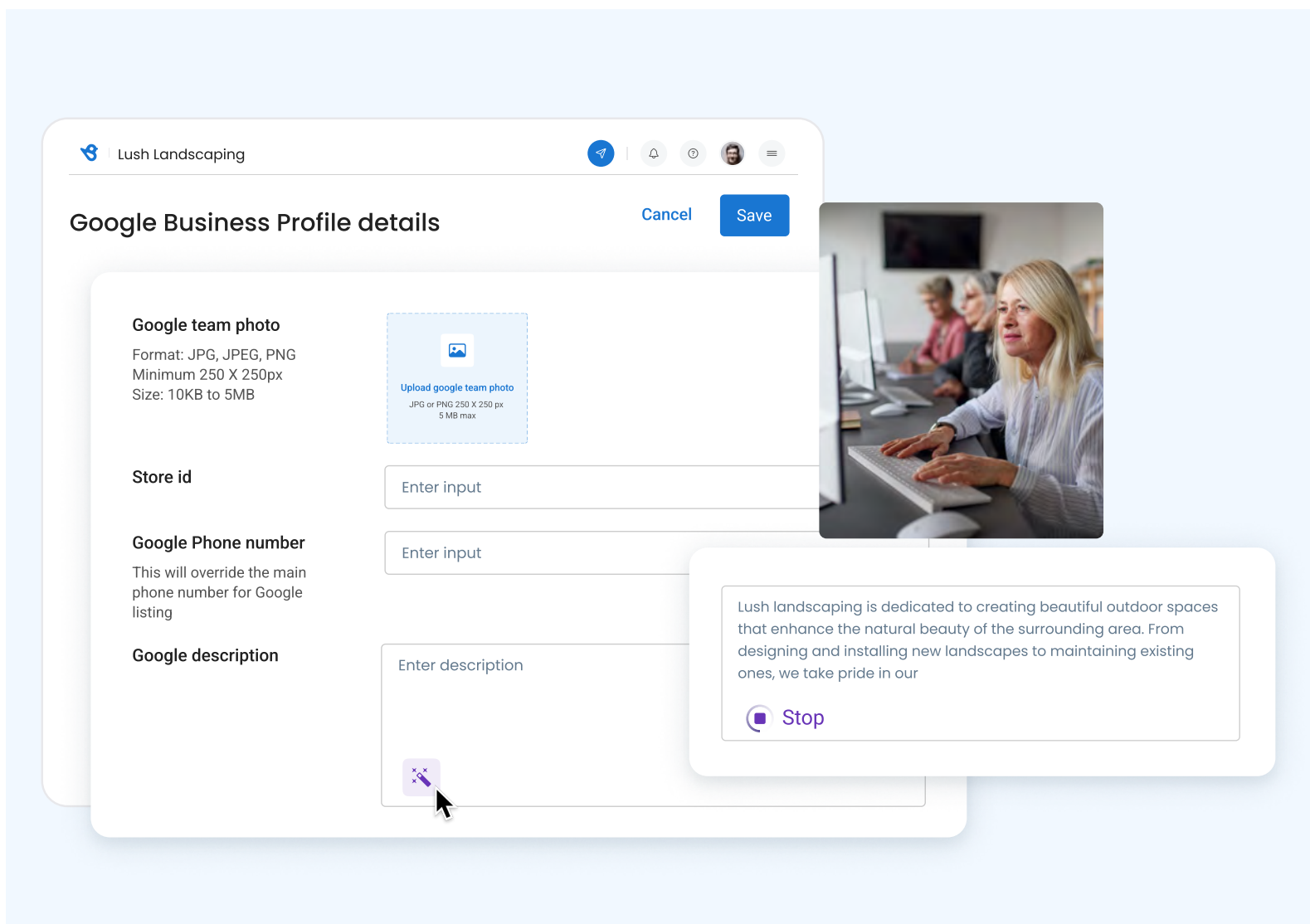
AI can auto-generate location descriptions, tags, and metadata that are optimized for local search engine rankings.

Automated updates

AI ensures that any changes made to the centralized listing data are automatically reflected across all directories. This removes the need for manual updates and reduces the likelihood of human error.

Increased efficiency

By streamlining the maintenance of your online listings, you give your team more time to focus on other SEO initiatives, such as keyword research and content optimization.



“Birdeye brings the cacophony of 50+ location directory listing and reputation management down to a harmonious blend through a single, intuitive platform. Birdeye's solution has given me the perspective I need to effectively manage our expansive footprint”

Brandon Dowdy-Ernst
CXO, SMILE WORKSHOP

Chapter 4

Maximize your marketing efforts with BirdAI



Understanding how to use AI to improve your online reputation and keep customers happy is one thing, but choosing the right tools to get the job done is another. There are a lot of tools at your disposal and it's difficult to know which tool to use when.

BirdAI makes the choice easy. It offers your business the tools to attract, convert, and delight customers.

AI purpose-built for local businesses

BirdAI is the next evolution of generative AI. It offers the best in breed tools your business needs to attract, convert, and delight its customers.





AI Everywhere

Get paid faster by offering your customers a wide range of payment options.



Secure

Get paid faster by offering your customers a wide range of payment options.



Human controlled

Stay safe, secure, and issue-free with world-class Stripe infrastructure, PCI compliance, and early fraud detection.



Personalized

Get one flat fee for every transaction, no upfront, recurring, or hidden fees, and zero long-term contracts.



Scalable

Get one flat fee for every transaction, no upfront, recurring, or hidden fees, and zero long-term contracts.

Stop piecing together disjointed AI tools and choose the all-in-one solution that will bolster your reputation and help you provide stellar customer experiences every time.

Learn why businesses like yours [trust BirdAI to get the job done](#).

NEXT

Conclusion



Conclusion

As you expand into new regions, providing consistent and high-quality customer experiences across all touchpoints gets challenging.

By implementing AI for key initiatives like reputation management and customer service, you can boost brand awareness, drive conversions, increase satisfaction, and streamline operations.

There's no doubt about it: Brands that embrace AI will gain a competitive advantage and loyalty of customers who expect personalized, instant interactions. Combined with human oversight, AI can take multi-location customer experience to the next level.



Why Birdeye

Implementing all budget-maximizing marketing strategies takes dedication and skill. It also requires having the right tools in your toolkit. That's where we come in.



Make every marketing dollar count with Birdeye

- Seamlessly collect and manage reviews
- Unify customer interactions from every platform
- Use AI to generate social content, respond to reviews and customer messages, optimize listings, analyze customer feedback, and more

Ready to amplify your marketing ROI with ease?

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1-800-561-3357

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